



# OER Growers Autumn Season 2012

## Blog Intro



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# WHAT IS BLOG

- A blog is a collection of commentary posted on the internet. There are all different types of blogs including personal, corporate, political, podcasts, photographic, and more. Blog posts are typically displayed in reverse-chronological order with the latest posts at the top. Many blogs allow readers to comment on the blogger's post, which can create a sense of community and encourage discussion.

# BLOG TYPES

- ◉ **Personal blogs** - The personal blog, an ongoing diary or commentary by an individual, is the traditional, most common blog.
- ◉ **Microblogging** - Microblogging is the practice of posting small pieces of digital content—which could be text, pictures, links, short videos, or other media—on the Internet. Microblogging offers a portable communication mode that feels organic and spontaneous to many and has captured the public imagination.
- ◉ **Corporate and organizational blogs** - A blog can be private, as in most cases, or it can be for business purposes. Blogs used internally to enhance the communication and culture in a corporation or externally for marketing, branding or public relations purposes are called corporate blogs.

# WHAT IS WORDPRESS

- WordPress lets you easily create your own blog and write about the things that interest you.

# ADVANTAGES

- ◉ Freedom of speech
- ◉ Share knowledge with other people
- ◉ Make friends online
- ◉ Can be used as a diary

# DISADVANTAGES

- ◉ Need to keep it constantly updated otherwise you lose potential readers
- ◉ Easy to start, hard to maintain



# EXAMPLES OF AGRICULTURE BLOGS



[FREE TRIAL](#) [MEMBER ASSEMBLER](#) [SUPPORT](#) [ABOUT](#) [BLOG](#) [CONTACT](#) [LOGIN](#)

[Get Started](#) [How It Works](#) [Plans & Pricing](#) [Sample Showcase](#)



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## Blog

Oct 10, 2012

### Sample Member Agreements for CSAs Available Online

Posted by: Small Farm Central



#### Subscribe

Receive an email when we update the blog - enter your email address:

[Subscribe](#)

#### Twitter

Our farmers are pretty excited about the [@dwolla](#) service for their CSA farm payments.. per trans cost is flat fee, 25 cents per transaction.

2 WEEKS 3 DAYS AGO

[@pasafarming](#) [@nofaNY](#) [@farmaid](#) [@OEFFA](#) Your members might be interested in these sample CSA agreement docs available <http://t.co/nUTAPIA2>

2 WEEKS 4 DAYS AGO



# EXAMPLES OF AGRICULTURE BLOGS



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**Categories**

Agricultural News (359)

## ARE ORGANIC FOODS FALLING SHORT OF HEALTH CLAIMS?

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October 26th, 2012

**Western Farm Press. 26 October 2012.** Parents know it's important for children to eat a wide variety of fruits and vegetables, low-fat dairy products, and whole grains. But it's less clear whether spending the extra money on organic foods will bring a significant benefit to their children's health.

To offer guidance to parents — and the pediatricians caring for their children's health — the American Academy of Pediatrics (AAP) has conducted an extensive analysis of scientific evidence surrounding organic produce, dairy products and meat.

The conclusion is mixed: While organic foods have the same vitamins, minerals, antioxidants, proteins, lipids and other nutrients as conventional foods, they also have lower pesticide levels, which may be significant for children. Organically raised

# EXAMPLES OF AGRICULTURE BLOGS



**PENNSTATE**  **Agricultural Entrepreneurship**

Informing Ag entrepreneurs about marketing, economics, and news in the Ag industry

TUESDAY, OCTOBER 23, 2012

### Don't Get Left in the Cold. Use Social Media to Connect with Your Customers!

With sixty-five percent (65%) of internet users using social networking sites such as Facebook, Twitter, and others ([Pew Internet, 2011](#)), social media can justifiably be considered a legitimate marketing tool by businesses large and small. In fact, in a [survey by Chief Marketer](#), 92% of respondents indicated that they either were using or planned to use social media for marketing of their brands.

Farmers and small ag business owners shouldn't overlook the power that social media tools provide in connecting with consumers. Surveys conducted by two of my colleagues, Kathy Kelley and Jeff Hyde, in May 2010 with consumers who used social media, found that over 30% of respondents expected farmers' market/on-farm markets and U-Pick operations to have Facebook presence. Consumers' expected use of Twitter

SEARCH

ARCHIVE

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  - [October 2012 \(4\)](#)
  - [September 2012 \(5\)](#)
  - [August 2012 \(3\)](#)
  - [July 2012 \(4\)](#)
  - [June 2012 \(6\)](#)
  - [May 2012 \(6\)](#)
  - [April 2012 \(9\)](#)
  - [March 2012 \(6\)](#)

# LINKS

- ◉ WordPress lessons

[http://codex.wordpress.org/WordPress\\_Lessons](http://codex.wordpress.org/WordPress_Lessons)

- ◉ WordPress tutorial

<http://www.youtube.com/watch?v=nvclTlgP1lQ>